



California Office of Digital Innovation

Duty Statement

☐ Current ☒ Proposed

IT Domain: Business Technology Management

Classification IT Specialist I	Office/Department Office of Digital innovation
Working Title Website Performance Analyst	Unit/Section Communications and Insights
Position Number	Effective Date
Name Vacant	Date Prepared

General Statement

Under the direction of the Deputy Director for Communications, the Website Performance Analyst will use Google Analytics and Search Console to perform deep-dive analysis across all ca.gov domains to inform service design and delivery. They will identify metrics and develop key performance indicators to answer research questions, measure impact, identify needs and gaps in services, and advance program needs. They will analyze website data in relation to other large public and commercial datasets. They will translate data into actionable insights and recommendations to inform web development, service design, and policy. Duties include, but are not limited to, the following:

Essential Functions

%	Description
40%	Identify metrics and develop Key Performance Indicators with a focus on Google Analytics, Google Search Console, to conduct initial baseline and ongoing research using first-party web analytics data to derive and apply meaning from state website traffic that clearly connect data and organizational needs. Identify administrative, third-party and original research that could add value to the analysis of state website data. Use data, research findings, and subject matter expertise to develop recommendations for improvements to website performance and service delivery. Identify opportunities for expanded use of website data across all state websites.

20%	Build dashboards, create reports and presentations both for internal ODI use and external partner department use that clearly convey findings. Coordinate and consult with users, administrators, and engineers to identify business and technical requirements for reports and dashboards. This will include developing custom Google Analytics reports for departments, creating analyst dashboards to enable ODI Project Managers, Content Designers, UX Designers and other teams to leverage website performance data, and creating materials for external dissemination.
20%	Use industry standard knowledge of first-party data (including a focus on Google Analytics) to assess current practices within state departments, develop and deliver recommendations through reports and trainings, as well as development of custom Google Analytics applications for specific departments based on their business needs.
15%	Work with colleagues to expand department-focused technical Google Analytics training curriculum, adding and incorporating training modules that clearly articulate the value of and how to use web analytics, with a focus on Google Analytics. Assess current, and if needed, develop new methods to standardize and make trainings accessible for all audiences. Recommend training and adoption benchmarks for early, mid and advanced user departments. Lead and support in-person and virtual trainings to groups of technical and non-technical staff across multiple state departments.

Marginal Functions

5%	Perform other staff assignments as appropriate and required
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Supervision Received

The Website Performance Analyst will report to the Deputy Director for Communications.

Supervision Exercised

None

Working Conditions

The employee can work full-time from anywhere within California. Up to 10% travel may be required to conduct in-person training, and attend offsite meetings, conferences, and training classes. The employee regularly works in an indoor and climate-controlled office setting under artificial light. The employee's workstation is located in Sacramento, CA, and is equipped with standard or ergonomic office equipment, as appropriate. May sit for an extended period using a keyboard and video display terminal. On occasion, may require flexible work schedules, including some evening hours to complete assignments, meet deadlines, and provide support to ODI

Attendance

Must maintain regular and acceptable attendance at such a level as is determined ODI's sole discretion. Must be regularly available and willing to work the hours the department determines are necessary or desirable to meet its business needs.

I have read and understand the duties listed above and I can perform these duties with or without reasonable accommodation. *(If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor.)

A Reasonable Accommodation is any modification or adjustment made to a job, work environment, or employment practice or process that enables an individual with a disability or medical condition to perform the essential functions of their job or to enjoy an equal employment opportunity.

Duties of this position are subject to change and may be revised as needed or required.

Employee Signature	Employee Printed Name	Date

I have discussed the duties of this position with and have provided a copy of this duty statement to the employee named above.

Supervisor Signature	Supervisor Printed Name	Date